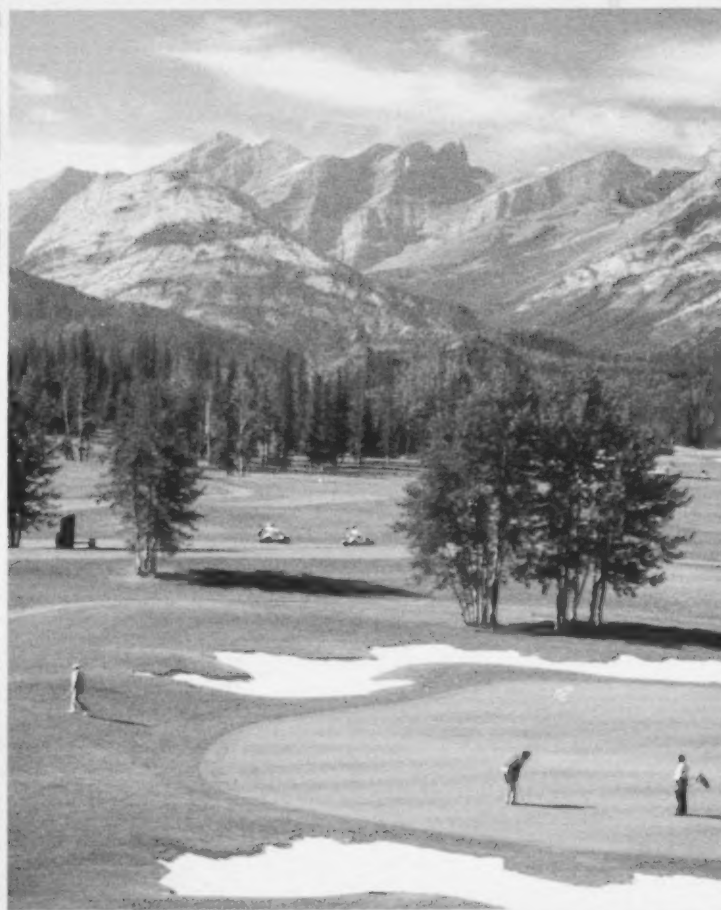




INDUSTRY PROFILES

Information, Culture and Recreation Industry

July 2011

Government of Alberta ■
Employment and Immigration

Overview:

The Information, Culture and Recreation industry¹ in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- Internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

Section A: Business Environment

1. 2010 Employment and Unemployment Numbers and Rates
2. Industry Growth
3. Size of Businesses in Alberta and the Industry

Section B: Human Resources Profile

1. Occupational Information
2. Demographics: Age and Gender
3. Wages

Section C: Additional Information

Link to Government and Selected Industry Associations

¹ North American Industry Classification System (NAICS) major groups 51 and 71

Section A: Business Environment

1. 2010 Employment and Unemployment Numbers and Rates:

	Alberta	Information, Culture and Recreation Industry
Number of employed	2,016,600	77,000
Percent employed in the industry		3.8%
Number of unemployed	140,700	5,300
Unemployment rate	6.5%	6.4%

Data Source: Labour Force Historical Review 2010, Statistics Canada

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics² or Statistics Canada³ websites.

2. Industry Growth:

- Employment in the Information, Culture and Recreation industry is expected to grow on average 2.8% annually from 2010 to 2013.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2009 – 2013, Industry Employment Outlook*⁴ online and the Alberta Learning Information Service (ALIS)⁵ website's industry descriptions.

² See <http://www.employment.alberta.ca/BI/67.html>

³ See <http://www.statcan.gc.ca>

⁴ See http://www.employment.alberta.ca/documents/LMI/LMI-LMF_2009-13_cops.pdf

⁵ See <http://www.alis.alberta.ca>

Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Information, Culture and Recreation industry accounted for 2.9% of Alberta's Gross Domestic Product in 2010, up from 2.4% in 2000. The industry's share of Alberta's total employment decreased from 4.0% in 2000 to 3.8% in 2010.

Employment in 2010 was 4.8% below its level in 2009. Over the last ten years, employment in the industry has increased from 63,800 people in 2000 to 77,000 people in 2010.

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the following occupations is expected to exceed 2.7%, the average for all occupations: Librarians, archivists, conservators and curators; Professionals in writing, translating and public relations; Technical occupations in libraries, archives, museums and art galleries; Creative and performing artists; and Athletes, coaches and referees. Employment growth in the other occupations within this industry is expected to be below this average.

3. Size of Businesses in Alberta and the Industry:

Establishment Size	Alberta Businesses		Information, Culture and Recreation Businesses	
	Number of Employees	%	Number of Employees	%
Less than 20 employees	605,200	36.2%	22,800	32.9%
20 to 99 employees	565,800	33.8%	21,000	30.3%
100 to 500 employees	309,300	18.5%	17,300	24.8%
Over 500 employees	193,200	11.5%	8,300	12.0%

Data Source: Labour Force Historical Review 2010, Statistics Canada

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles⁶ website.

2. Demographics: Age and Gender:

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry is as follows:

- women employed: 41,400 people, or 53.8%
- men employed: 35,600 people, or 46.2%

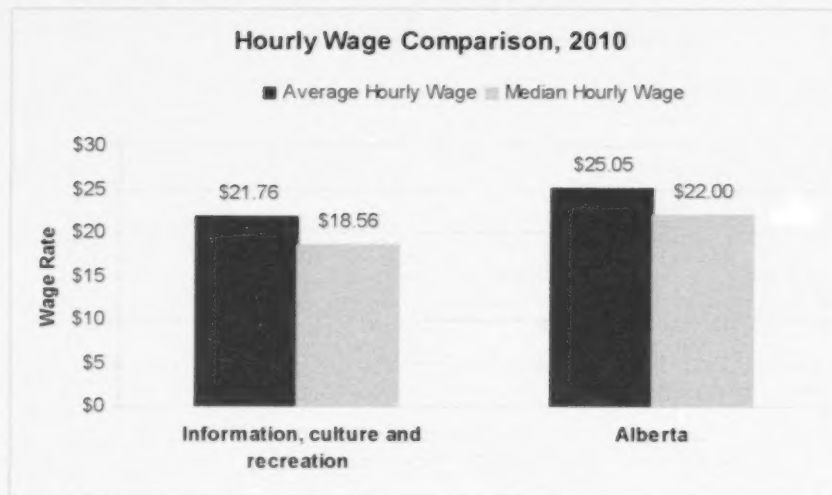
In Alberta, women accounted for 45.1% and men made up 54.9% of total employment.

Age Characteristics	Alberta Employees		Information, Culture and Recreation Employees	
	Number	%	Number	%
15-24 years	314,500	15.6%	22,200	28.8%
25-54 years	1,381,500	68.5%	45,900	59.6%
55 years and over	320,600	15.9%	8,900	11.6%

Data Source: Labour Force Historical Review 2010, Statistics Canada

⁶ See <http://www.alis.alberta.ca/occinfo>

3. Wages:



Data Source: Labour Force Historical Review 2010, Statistics Canada

Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Cinematographer	\$ 27.38	\$ 33.21	\$ 36.13	\$ 67,441
Librarian	\$ 28.38	\$ 31.86	\$ 36.44	\$ 56,314
Kinesiologist	\$ 19.87	\$ 27.92	\$ 40.97	\$ 28,833
Recreation and sport administrator	\$ 21.32	\$ 24.81	\$ 27.30	\$ 47,996

Data Source: 2009 Alberta Wage and Salary Survey

For more information on wages, refer to the WAGEinfo⁷ webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS⁸ website.

⁷ See <http://www.alis.alberta.ca/wageinfo>

⁸ See <http://www.alis.alberta.ca>

Section C: Additional Information

Links to Government and Selected Industry Associations:

- Alberta Media Production Industries Association
(<http://www.ampia.org>)
- Canadian Media Production Association
(<http://www.cfmpa.ca>)
- Canadian Newspaper Association
(<http://www.cna-aci.ca>)
- Library Association of Alberta
(<http://www.laa.ca>)
- Alberta Gaming and Liquor Commission
(<http://www.aglc.ca>)
- Alberta Advanced Education and Technology
(<http://www.aet.alberta.ca>)
- Canadian Association of Internet Providers
(<http://www.caip.ca>)